

# 2023 World Chambers Competition

## Promotional Toolkit

This toolkit will provide you with the materials needed to promote the Competition to your respective networks. Whether you are sending email, publishing on your website, or posting on social media, you will have all the information and resources to spread the word.

### [Contents](#)

#### 1. About the Competition

#### 2. Categories

#### 3. Key dates

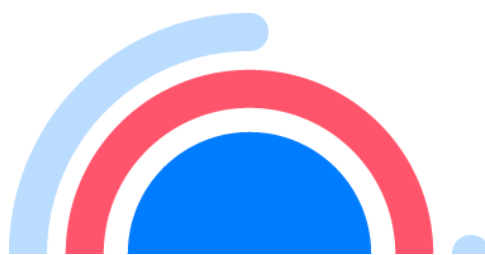
#### 4. Email template to promote the Competition to your chamber network

#### 5. Social media

- a. Handles to tag
- b. Hashtag to include
- c. Visuals to pair with posts
- d. Important links to include
- e. Suggested social media posts for Twitter
- f. Suggested social media posts for LinkedIn/Facebook/Instagram

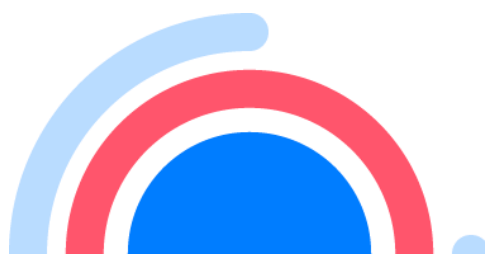
#### 6. Contacts

\*\*\*



## 1. About the Competition:

- The World Chambers Competition is the only award-winning programme of its kind to acknowledge the pioneering initiatives undertaken by chambers around the world.
- The Competition celebrates and rewards chambers for their innovation, advocacy, and impact on the global economy.
- The 2023 edition is set to recognise chambers that are striving to keep their business communities functioning even despite recent global disruptions
- The Competition provides a global stage for chambers' ground-breaking initiatives, allowing them to enhance their visibility within the international business community.
- An international jury, comprising ICC World Chambers Federation leadership along with representatives—from transnational, national, and local chambers, as well as leading international organisations—is responsible for shortlisting category finalists.
- Shortlisted candidates will go on to present their respective projects to delegates of the 13th World Chambers Congress, which will be held this year from 21-23 June 2023.

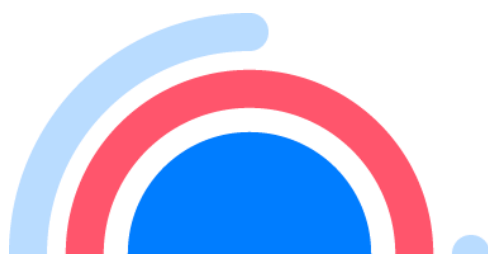


## 2. Competition categories:

- **Best Chamber Model Innovation (CMI) project:** Recognising chambers that have worked with Chamber Model Innovation framework. The CMI enables Chambers to become resilient and forward looking by harnessing power of data and designing services that meet customers' needs.
- **Best gender equality project:** Recognising chambers that have implemented successful gender balance initiatives, showing positive outcomes for the sustainable development of chambers and/or their local communities.
- **Best partnership project:** Recognising chambers that have led partnerships with public, private or other stakeholders that successfully advance multilateral objectives.
- **Best unconventional project:** Recognising chambers that have developed unique and pioneering innovative projects in an activity not typically associated with their everyday mission and objectives, while increasing job creation and enhancing local economies.

## 3. Key dates:

- Submission deadline: 27 February
- Live presentations: 21-23 June
- Category winners announced: 23 June



#### 4. Email template to promote the Competition to your chamber network

Dear chambers,

We trust you are well.

We are excited to connect with you to encourage you to take part in the only award specific to chambers that recognises the resilience, innovation and solutions chambers provide, with peers in an international setting, the [World Chambers Competition](#).

The [Competition](#) is an integral part of the [World Chambers Congress](#) and is the only global award that recognises the most innovative projects undertaken by chambers. The [Competition](#) serves to inspire the creation of pioneering and beneficial chamber solutions for business communities worldwide.

We know that all the chambers in our network make continuous efforts to adapt to disruptions and ever-changing needs, and we strongly encourage you to get the international recognition you deserve by submitting your best project to the [World Chambers Competition](#).

The four categories for this edition are:

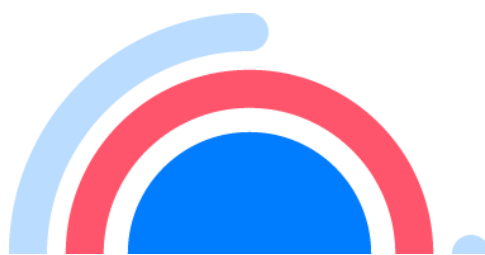
- Best partnership project
- Best gender equality project
- Best Chamber Model Innovation (CMI) project
- Best unconventional project

Make your chamber and country proud and submit your project now!

Please feel free to reach out to the [dedicated team](#) should you have any questions about the World Chambers Congress or Competition,

Kind regards,

[X]



## 5. Social media:

### a. Social media handles to tag:

- Twitter: [@ICCWBO](#) @WorldChambers and [@CCIG1865](#)
- Facebook: [@ICCWBO](#) @World Chambers Federation and [@CCIG – Chambre de commerce, d'industrie et des services de Genève](#)
- LinkedIn: [The International Chamber of Commerce @ICC World Chambers Federation](#) and [@CCIG – Chambre de Commerce, d'industrie et des services de Genève](#)
- Instagram: [@ICCWBO](#) and [@CCI\\_Geneve](#)

### b. Hashtag to include:

- a. #13WCC

### c. Visuals ([download here](#))

# World Chambers Competition



Best Chamber  
Model Innovation  
project



Best  
Gender Equality  
Project



Best  
Partnership  
Project



Best  
Unconventional  
Project

#13WCC



**d. Important links to include:**

- a. Competition platform: [here](#)
- b. Competition guidelines: [here](#)

**e. Suggested social media posts for Twitter:**

**Tweet #1**

Get your chamber's amazing achievements on the international stage. Submit initiatives to the World Chambers Competition by 27 January:

<https://worldchamberscompetition.awardstage.com/#!/home>

**Tweet #2**

Have an innovative project? The World Chambers Competition is the go-to platform for chambers wanting to showcase their work and connect with major international partners.

Submit today: <https://worldchamberscompetition.awardstage.com/#!/home>

**Tweet #3**

This is your chance to show that your chamber is at the forefront of innovation. Submit your initiative to the World Chambers Competition today:

<https://worldchamberscompetition.awardstage.com/#!/home>

**Tweet #4**

Participate in a global conversation  
Showcase your chamber's ground-breaking initiatives  
Be recognised among peers worldwide

Submit to the World Chambers Competition today:

<https://worldchamberscompetition.awardstage.com/#!/home>

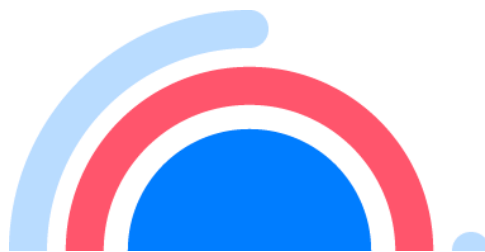
**Tweet #5**

Want to be recognised as a truly forward-thinking, community-focused chamber?  
Showcase your innovative work at the 2023 World Chambers Competition.

Application period ends 27 January:

<https://worldchamberscompetition.awardstage.com/#!/home>

**f. Suggested social media posts for LinkedIn/Facebook/  
Instagram:**



### Post #1

Enabling people to see the value of their business chamber or association is no small feat, but at the World Chambers Competition, you'll have that chance.

Get your chamber's amazing achievements on the international stage.

Submit initiatives to the World Chambers Competition by 27 February:

<https://worldchamberscompetition.awardstage.com/#!/home>

### Post #2

The World Chambers Competition is the most prestigious competition in the chamber world.

Not only does it celebrate and promote the very best that chambers have to offer, but it also helps chambers to raise their global profile and inspire change across the globe.

Showcase your work and connect with major international partners.

Submit today: <https://worldchamberscompetition.awardstage.com/#!/home>

### Post #3

The World Chambers Competition is the only award-winning programme of its kind to acknowledge the pioneering initiatives undertaken by chambers around the world. This is your chance to show that your chamber is at the forefront of innovation.

Submit your initiative to today:

<https://worldchamberscompetition.awardstage.com/#!/home>

### Post #4

Calling all chambers from around the world. Are you the voice of business across your community? Do you create impact in your network? This is your chance to:

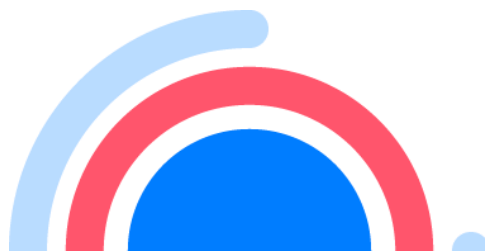
Participate in a global conversation

Showcase your chamber's ground-breaking initiatives

Be recognised among peers worldwide

Submit to the World Chambers Competition today:

<https://worldchamberscompetition.awardstage.com/#!/home>



**6. Please do not hesitate to contact us, should you have questions:**

**Charlotte Rittener**

Project Officer

ICC World Chambers Federation

[charlotte.rittener@iccwbo.org](mailto:charlotte.rittener@iccwbo.org)

